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**PERCEIVED BEHAVIOURAL INTENTION OF UITM STUDENTS
TOWARDS VISITING KUCHING**

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ABSTRACT

This study aims to understand the factors that encourage a person to perform an activity specifically what affects a traveller to take the decision of travelling to Kuching. The attitude-behaviour model is one of the models used by many previous researches to understand the relationship between attitude and its effect towards the behaviour of a person. Using the Theory of Planned Behaviour by Ajzen, this study clarifies the elements that affect UiTM Student's behavioral intention. This theory will be used to evaluate the behavioral intentions of UiTM students towards visiting Kuching. There are three elements within the theory of planned behavior which is attitude, subjective norms and perceived behavioral control. The main objective to carry out this study is to investigate the attitude behavior relationship where attitude is the main predictor to behavioral intention. The specific objectives of the study are firstly to examine the relationship between attitude, subjective norms, and behavioral control towards behavioral intentions. Secondly, the specific objective is to find out the extent to which each variable influences UiTM Student's behavioural intentions. The study was conducted by survey research specifically personally distributed questionnaires to the respondents which were UiTM students who visited Kuching. The result of the study finds that the element of Attitude which was the destination image contributed the most to the behavioural intention or willingness of the respondents to travel to Kuching. However, Subjective Norms and Perceived Behavioural Control also showed results that they both contribute to travellers' behavioural intention with Subjective Norms being higher than Perceived Behavioural Control. This shows that a traveller's attitude towards the destination contributes the highest to their willingness to travel with their Subjective Norms and Perceived Behavioural Control also affecting their decision.

CHAPTER 1

INTRODUCTION

1.0 CHAPTER STRUCTURE

This chapter has several sections, section 1.2 begins with the background of study, section 1.3 research issues, section 1.4 problem statements, section 1.5 research questions, section 1.6 hypotheses, section 1.7 objectives of study, section 1.8 scopes of study, and also section 1.9 definitions of terms. In addition, it also includes a chapter summary to conclude the general contents of this chapter.

1.1 BACKGROUND OF STUDY

Tourism is an important part of the Malaysian economy (Borneo Post, 2014), and understanding the traveler's behavioral intention will be an important part on understanding why people travelled to Kuching. Although there are two categories of travelers such as business and non-business traveler (Huang, 2009), both have travelled to Kuching and their behavioral intention on whether it is a non-volitional or volitional travel is important (Ajzen, 1991). Thus to understand the behavioral intention of travelers or specifically UiTM Students who are not from Kuching and also their view of the image of Kuching, it is important to understand the tourism industry in Malaysia, Kuching city and also the theory of planned behavior which will be used as the yardstick for travelers behavioral intention.

CHAPTER TWO

LITERATURE REVIEW

2.0 CHAPTER STRUCTURE

This chapter has several sections, section 2.1 begins with the introduction of the literature review, section 2.2 understanding behavioral intention, section 2.3 theory of planned behaviour, section 2.4 tourism, section 2.5 Malaysia's tourism industry, section 2.6 Sarawak's tourism industry, section 2.7 Kuching's tourism industry and section 2.8 UiTM and UiTM Students. This chapter also has a chapter summary to conclude the general contents of this chapter

2.1 INTRODUCTION

This chapter discusses on the literature review of the study where the terms are discussed in more depth and related previous studies are discussed. Apart from that, more information about the industry where this study is held is also discussed further.